

## Thesis List of Post Graduate Students

Thesis Title	Supervisor	Research Scholar
Economic impact on consumer attitude regarding imported food items	Prof. Dr. Javaid Rabbani Khan	Asma Rafique 2012 (MBA 1.5)
Impact of managers on performance of banks in Pakistan	Prof. Dr. Muhammad Shoaib	Ayesha Haider 2011 (MS-MGT)
Evaluation and improvement of existing undergraduate admission process in engineering universities of the Punjab	Prof. Dr. Ghulam Abbas Anjum	M. Arshad Baig 2011 (MS-MGT)
Impact of brand equity on recurrent purchase decision of female consumers for imported beauty care products	Prof. Dr. Asif Muzaffar	Saima Ulfat 2012 (MS-MKT)
Investigation of service quality among customers in retail industry: A contextual study	Associate Prof. Dr. Ashfaq Ahmed	Usman Ali Qadri 2011 (MS-MKT)
An Empirical Investigation of service utilization decision in Islamic banking: Customer's perspective	Associate Prof. Dr. Ashfaq Ahmed	Rubina Bashir 2011 (MS-MKT)
Relationship between servant leadership and organizational citizenship behaviour with mediating effect of organizational justice	Dr. Faira Kanwal Janjua	Syed Sibte-ul-hassan Rizvi 2012 (MS-MGT)
Impact of terrorism on capital market: A case of KSE 100 index	Dr. Atif Mehmood	Syeda Abeeda hassan 2012 (MS-MGT)
Effect of cognitive and affective states on impulse buying	Dr. Bushra Bashir	Ali Abbas 2012 (MS-MKT)
Effects of cause-related marketing on generating brand loyalty and skepticism	Prof. Dr. Muhammad Shoaib	Fozia Rehmat 2012 (MS-MKT)
Corporate social responsibility and corporate ability: An empirical evaluation of consumer's perspective	Dr. Muhammad Shoaib Akram	Rizwana Hameed 2011 (MS-MGT)
Impact of distance learning education (DLE) system on education standards	Dr. Shazia Arshad	Nazia Rafiq 2011 (MS-MGT)
Enhancement of organizational performance through effective use of HRM practises	Prof. Dr. Ghulam Abbas Anjum	Sohail Maqbool 2011 (MS-MGT)
A comparative study of customer's satisfaction in retail sector of Pakistan	Associate Prof. Dr. Ashfaq ahmed	Umer Saleh 2011 (MS-MKT)
A strategy to enhance GDP growth through workers' remittances	Prof. Dr. Ghulam Abbas Anjum	Rashid Hussain 2011 (MS-MKT)
Antecedents and consequences of citizens, attitude towards E-Tax systems: An empirical study	Dr. Muhammad Fiaz	Adil Bilal 2012 (MS-MGT)
Impact of enterprise resource planning (ERP) software in human resource management (HRM) practises	Prof. Dr. Muhammad Shoaib	Maryam Shahzadi 2011 (MS-MGT)
Exploring the impact of retail stores' service quality on consumers' purchase intension: The moderating role of CSR	Miss Maryam Saeed Hashmi	Hammad Hassan 2012 (MS-MGT)
Competitive edge in implementing quality management system and its effect on operational performance of company	Dr. Muhammad Fiaz	Abu Bakar Ilyas 2012 (MS-MGT)
Impact measurement of entrepreneurship education in developing countries	Prof. Dr. Nadeem Ahmed Mufti	M. Kashif Yaqub 2012 (MS-MGT)
Assessing service quality and developing income generation model for public hospitals (Empirical	Prof. Dr. Ghulam Abbas Anjum	Raheel Yasin 2011 (MS-MGT)

evidence from Pakistan)		
SMAM (Social media adoption model) : The case-study of higher education	Dr. Shazia Arshad	Mamoona Arshad 2012 (MS-MGT)
Organizational performance improvement through knowledge management in service sector	Dr. Muhammad Fiaz	M. Shakeel Ahmed 2012 (MS-MGT)
Role of career success and professional commitment in organizational performance	Dr. Atif Mahmood	Memoona Naseer 2012 (MS-MGT)
Ontology based query reformulation using BAV mapping techniques	Prof. Dr. Muhammad Shoaib	Sidra Naz (MS-CS)
Strategy formation-performance relationship: The moderating roles of strategic orientation and strategic (mis) fit	Dr. Muhammad Shoaib Akram	Ali Jawad Bhatti 2011 (MS-MGT)
Impact of supervisor formulation and execution of strategy on the sustainability of Pakistani Firm's growth	Dr. Muhammad Shoaib Akram	Farhan Akram 2011 (MS-MGT)
Impact of academic Entrepreneurship on Industrial innovation	Dr. Muhammad Fiaz	Yawar Abbas 2012 (MS-MGT)
Risk Mitigation in supply chain management of dairy products sector	Prof. Dr. Nadeem Ahmad Mufti	Muhammad Zubair 2012 (MS-MGT)
Role of corporate brand image in developing customer loyalty through brand attitude	Dr. Muhammad Nazim	Sana Yousaf 2012 (MBA 1.5)
Impact of online public sphere on political affiliation analysis of online political marketing campaigns	Prof. Dr. Muhammad Shoaib	S. Muhammad Irfan Raza Naqvi 2012 (MS-MKT)
Risk mitigation in supply chain management of dairy products sector	Prof. Dr. Nadeem Ahmad Mufti	Muhammad Zubair 2012 (MS-MGT)
Relationship among consumer behaviour, purchasing power and brand selection	Dr. Muhammad Nazim	Almira Azam 2012 (MBA 1.5)
Proposing a KIBOR-free product based on diminishing Musharakah for Islamic banks	Dr. Shahzia Arshad	Usman Ali 2012 (MS-MKT)
The impact of word of mouth on customer purchase intention	Prof. Dr. Naveed Ramzan	Saba Anwar 2012 (MBA 1.5)
Scope of quality issues related to e-learning environment	Prof. Dr. Javaid Rabbani Khan	Bilal Khalid 2012 (MS-MGT)
Impact of enterprise resource planning (ERP) software on quality of financial transactions	Prof. Dr. Muhammad Shoaib	Rabia Jamshed 2011 (MS-MGT)
A strategy to enhance GDP growth through worker's remittances	Prof. Dr. Ghulam Abbas Anjum	Rashid Hussain 2011 (MS-MKT)
Job stress impact on Motivation, career development and intention to leave	Dr. Muhammad Shakaib Akram	Salman Ashraf Qureshi 2011 (MS-MGT)
A modified software development life cycle (SDLC) for risk management	Prof. Dr. Muhammad Shoaib	Abeera Jabbar 2011 (MS-MGT)
Knowledge transfer and organizational learning as precursors to product development	Dr. Muhammad Nazim	Muhammad Ismail 2012 (MS-MGT)
Impact of trilogy of emotions to purchase under the influence of vanity	Dr. Asif Mehmood	Mouz Shahid Butt 2012 (MBA)
An empirical study of the factors affecting attitude towards SMS marketing	Prof. Dr. Naveed Ramzan	Anum Gilani 2012 (MBA)
Are customers really heterogeneous? : Soft issues in brand behaviour of Cola consumers.	Dr. Asif Muzaffar	Syed Kashif Khurshid 2011 (MS-MKT)
Investigate the impact of electronic human resources management (E. HRM) on workforce performance : A case of selected rural industries	Dr. Asif Mehmood	Syed Waqas Hasan Shah 2012 (MBA)

Relationship of perceived organizational and supervisor support with workplace deviance	(Dr. Atif Mehmood)	Saira Iqbal Khan 2012 (MS-MGT)
Impact of skill, autonomy, ownership and size of hospital on primary healthcare performance through management practices	Prof. Dr. Hassan Naqvi	Gulfam Hassan 2012 (MS-MGT)
Identification of implicit and explicit risk factors in project life cycle of a construction project	Dr. Amjad Hussain	Ahmad Raza 2012 (MBA)
Examination of Sharia based Islamic banking practices in Pakistan : Customer's perspective	Dr. Ashfaq Ahmed	Zargham Ullah Khan 2011 (MS-MKT)
Evaluating the impact of brand image and service quality on consumers' purchase intention	Prof. Dr. Shakaib Akram	Tanzeela Farsam 2012 (MS-MKT)
Impact of ISO certificate on financial performance of firms : A study of Textile sector of Pakistan	Dr. M. Fiaz	Shahzeb Khalid 2012 (MS-MGT)
Impact of advertising on brand awareness consumer preference and selection for the packed milks	Prof. Dr. Javaid Rabbani	Anum Shehzadi 2012 (MBA 1.5)
Impact of consumer inertia on purchase intention under the influence of subjective product knowledge	Dr. Asif Mahmood	Khadija Saqib 2012 (MBA 1.5)
An empirical investigation of leadership styles' influence on CSR activities	Prof. Dr. Shakaib Akram	Aisha Nazir 2012 (MS-MGT)
The impact of job burnout on job performance : A study of service employees in the conventional banks of Pakistan	Dr. Asir Ajmal	Hafiz Muhammad Nafees 2012 (MBA 1.5)
Impact of academic entrepreneurship on industrial innovation	Dr. M. Fiaz	Yawar Abbas 2012 (MS-MGT)
Impact of academic policies and profiles on performance and survival of Business graduates	Dr. Asif Muzaffar	Jawad Abbas 2012 (MS-MGT)
Developing quality Matrix for supply chain stages	Prof. Dr. Muhammad Shoaib	Hammad Nasir 2012 (MS-MGT)
Exploring the Effect of Spiritual Leadership on Employee's Organizational Commitment, Productivity and Turnover Intension: The Mediating Role of Occupational Stress.	Mr. Nabeel Rehman	Hamad Yousaf 2013-(Fall)- MS(MGT)-015
Impact of Organizational Restructuring on Psychological Contract Breach with Moderating Role of Leadership Style	Mr. Nabeel Rehman	Zaineb Shahid 2013-(Fall)- MS(MGT)-017
The Impact of TQM Practices and SCM Practices on Firm Supply Performance Through Organizational Learning Capabilities: A Case of Textile Firms in Pakistan	Mr. Nabeel Rehman	Saira Ghulam Hussan 2014-(Fall)- M.Phil(BE)-031
Impact of Soft Issue on Employee Retention	Dr. Asif Mahmood	Sehresh Iqbal 2012-(Spr)-MS(MGT)- 016
Role of Customer Satisfaction on Brand Equity Under the Influence of Brand Trust (Insight from Pakistani Customer)	Dr. Asif Mahmood	Neelam Khaliq 2012-(Fall)-MBA(1.5)- 028
The Moderating Effect of Religion on the Relationship Between Brand Equity and Consumer Brand Perception Regarding Islamic Banking Services	Dr. Asif Mahmood	Hafiz Muhammad Bilal 2012-(Fall)-MBA(1.5)- 001
The Effect Of Green HRM Practices on Sustainability in Manufacturing Companies in Pakistan	Dr. Asif Mahmood	Mehtab Un Nisa 2012-(Spr)-MS(MGT)- 030
Impact of Work-Family Conflict on Organizational Commitment under the Moderating Role of Shift Working Pattern	Dr. Asif Mahmood	Farah Atif Naseem 2012-(Spr)-MS(MGT)- 033
Impact of Creativity on Entrepreneurial Intention with Mediating Role of Self-Efficacy	Dr. Asif Mahmood	Muhammad Atib Ramzan

		2012-(Spr)-MS(MGT)-036
Factors Affecting of Digital Marketing (An Empirical Investigation In the Context of Ad Agencies)	Dr. Asif Mahmood	Muhammad Idrees 2012-(Spr)-MS(MKT)-015
Evaluator of Consumer Susceptibility Towards Advertising Appeals and its Effects on Post Purchase Behavior in FMCGS	Dr. Asif Mahmood	Syed Zeeshan Haider 2012-(Spr)-MS(MKT)-018
Impact of Safety Health Environment on Employee Retention: Mediating Role of Job Satisfaction and Motivation in Pharmaceutical Industry of Pakistan	Dr. Asif Mahmood	Saad Salman 2013-(Fall)-M.Phil(BE)-045
Investigating the Factors Influencing RFID Adoption Intentions of Retailers: Evidences from Lahore-Pakistan	Dr. Asif Mahmood	Muhammad Aadil Naveed 2013-(Fall)-MBA(ENG)-004
Relationship Between Stress & Employee Burn out: The Moderating Role of Self Efficacy for University Teachers.	Dr. Asif Mahmood	Rabeea Ishaq 2013-(Fall)-Ms(Mgt)-075
Factors Affecting Fashion Clothing Involvement and The Attitude Towards Luxury Brands	Dr. Asif Mahmood	Tahmina Ayub 2013-(Fall)-Ms(Mkt)-002
Influence of Product Placement on Consumer Behavior: The Mediating Roles of Consumer Identity with Program Celebrity and Ethical Perceptions Towards Product Placement	Dr. Asif Mahmood	Asad Ullah Khan 2014-(Fall)-MS(MKT)-025
The Mediating role of Career Competencies Between Institutional Learning Environment and Career Success: A Process Model for Producing TVET Skilled Workforce	Dr. Asif Mahmood	Hussnain Ali 2012-(Spr)-MS(MGT)-042
Assessing the Relationship Between Quality of E-Government Websites on Citizen's Trust; Under the Mediation of Transparency and Internet Political Efficiency	Dr. Asif Mahmood	Ayesha 2013-(Fall)-Ms(Mgt)-072
Impact of Human Resource Management Practices on Organizational performance	Dr. Muhammad Fiaz	Asma Tayyiba
An empirical investigation of consumer's evaluation of brand extension	Dr. Muhammad Fiaz	Muhammad Yousaf
Co-Branding: A tool for Cause Related Marketing and its trail Effects on consumer purchase intention	Dr. Muhammad Fiaz	Humera Imtiaz
Perception And Attachments Of Local Residents Toward Sustainable Conservation Programs: A Study Of Walled City Lahore Project	Dr. Muhammad Fiaz	Saba Tariq
Impact Of Espoused National Cultural Values On Student's' Perceptions Of E-Learning System: A Cross-Cultural Study	Dr. Muhammad Fiaz	Kashaf Raza 2013-MS(MGT)-027
Impact of Technology Acceptance Dimensions on Use Behavior of Technology: Moderating Role of Big Five Traits	Dr. Muhammad Fiaz	Ayesha Nazir
Impact Of Belbin's Team Role Of Technology Acceptance Of Tablet In Context Of E-Learning	Dr. Muhammad Fiaz	Sman Babar
Impact Of Country Of Origin Image And Visual Aesthetics On Brand Personality: Mediating Role Of Brand Experience	Dr. Muhammad Fiaz	Ahsan Saeed Hashmi
Impact Of Ethical Leadership On Follower's Trust Through	Dr. Muhammad Fiaz	Ammara Farooq

The Mediating Role Of Rational Identification And The Moderating Role Of Follower's Emotional		
Role Of 3d Printing Industry In Strengthening R&D Collaboration Among Academia And Industry	Dr. Muhammad Fiaz	Arooj Zahra
Exploratory Study Of 3d Printing Business Model: Chinese Industry Perspective	Dr. Muhammad Fiaz	Ayesha Farooqui
Impact of Intellectual Capital on Business Performance: A Moderating Role of Knowledge Management	Dr. Muhammad Fiaz	Mumtaz Aslam
The Impact Of Organizational Justice On Employee Performance Through The Element Of Trust	Dr. Muhammad Fiaz	Wasif Rasool Khan
Reconnoitering the Perception of Accountability of State Between Individual Level Globalism and Intentions to Migrate	Dr. Muhammad Fiaz	Fareeha Ihsan
Impact of Job Satisfaction and Organizational Citizenship Behavior on Organizational Commitment Through Mediating Role of Corporate Entrepreneurship	Dr. Rab Nawaz Lodhi	Saima Safdar 2013-(Fall)- M.Phil(BE)-009
Determinants of Imports in Pakistan: ARDL Approach to Co-Integration	Dr. Rab Nawaz Lodhi	Iqra Ihsan 2013-(Fall)- M.Phil(BE)-030
Impact of Organizational Psychological Climate on Organizational Commitment and Organizational Citizenship Behavior	Dr. Rab Nawaz Lodhi	Adeela Anwar 2013-(Fall)- M.Phil(BE)-037
Empirical Study of the Acceptance of ERP System in Public Sector Service Organizations of Pakistan: A Mixed Method Approach	Dr. Rab Nawaz Lodhi	Shoaib Tahir 2013-(Fall)- M.Phil(BE)-043
An Empirical Study of the Relationship between Service Excellence and Customer Loyalty: Mediating Role of Customer Satisfaction and Customer Delight	Dr. Rab Nawaz Lodhi	Aamina Gillani 2013-(Fall)- MS(MGT)-024
Impact of Servant Leadership on Employee Innovative Work Behavior: Moderating Effect of Self Construal and Mediating Effect of Work Engagement	Dr. Rab Nawaz Lodhi	Amna Rasheed 2013-(Fall)- MS(MGT)-025
An Empirical Investigation of the Effectiveness of ERP System at Individual Level Evidence from Private Organization in Pakistan	Dr. Rab Nawaz Lodhi	Muhammad Abdullah 2013-(Fall)- MS(MGT)-070
Relationship of Work Family Conflict and Job Embeddedness in University Teachers	Prof. Dr Nadeem Ahmad Mufti	Muhammad Uzair Khaleeq 2012-(Spr)-MS(MGT)- 050
The Impact of Leadership on Organizational Performance: Mediating Effect of Organizational Commitment in Micro Finance Banks of Pakistan`	Dr Asir Ajmal	Mariam Rahim 2013-(Fall)-MS(MGT)- 052
Impact of Firm Specific and Macro-Economic Variables on Stock Returns of Non-Financial Sector of Pakistan.	Dr. Faira Kanwal Janjua	Ayesha Sadiqa 2013-(Fall)-M.Phil(BE)- 028
Factors Influencing Consumer Timestyle	Dr. Faira Kanwal Janjua	Salman Zaheer 2013-(Fall)-MS(MKT)- 008
Electricity Consumption Labor Force and GDP in Pakistan	Dr. Faira Kanwal Janjua	Anam Zahra 2013-(Fall)-M.Phil(BE)- 001
Effect Measurement of Philanthropists Approach in Political Marketing for Gaining Voter's Attention	Dr. Faira Kanwal Janjua	Sohail Ahmed 2012-(Spr)-MS(MKT)- 010

Developing Green Performance Metrics for Wider Firms	Prof. Dr Naveed Ramzan	Mehwish Adeeb 2012-(Spr)-MS(MGT)-051
Moderating Role of Intellectual Capital in the Relationship B/W Knowledge Process Capability and Organization Performance: A Balanced Research Approach	Dr Syed Mutahir Hussain	Madeeha Sultan 2013-(Fall)-MS(MGT)-014
Impact of Service Quality on Student Satisfaction: The Mediating Role of Self-Efficacy	Dr Syed Mutahir Hussain	Iqra Riaz 2013-(Fall)-MS(MGT)-008
Impact of Individuals Investor Behavior/Attitude on The Growth of Saving at National Saving Schemes of Pakistan	Dr Syed Mutahir Hussain	Waqar Munir 2013-(Fall)-M.Phil(BE)-005
Relationship Between Awareness about Takaful Products and Purchase Intentions among Customers	Dr Javaid Rabbani Khan	Zara Rafique 2012-(Spr)-MS(MGT)-029
Measurement the Change in Prescribing Behavior of Doctors by Using Pharmaceuticals Industry Promotional Tools	Dr Asif Muzzafar	Zaigham Ali 2011-(Fall)-MS(MKT)-016
Organizational Politics and Job Outcome: The Moderating Role of Personal Political Skills and Mediating Role of Employees Sense of Control	Ms Maryam Farooq	Samee Ullah 2012-(Spr)-MS(MGT)-048
Impact of Brand Personality on Brand Equity: A Study of Fashion Industry of Pakistan	Dr Muhammad Nazim	Iftikhar-Ul-Hassan 2012-(Spr)-MS(MKT)-021